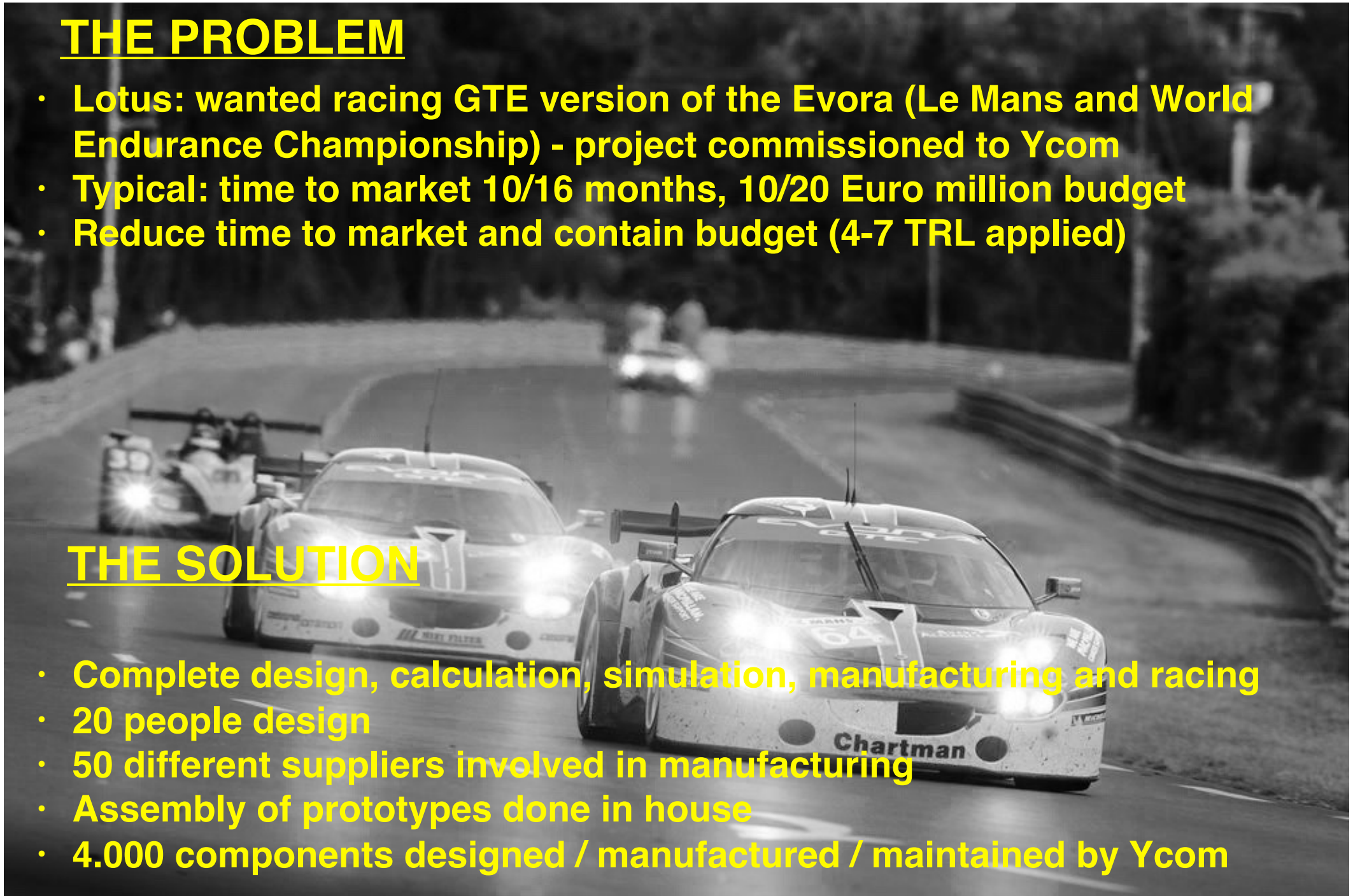


## **THE PROBLEM**

- **Lotus: wanted racing GTE version of the Evora (Le Mans and World Endurance Championship) - project commissioned to Ycom**
- **Typical: time to market 10/16 months, 10/20 Euro million budget**
- **Reduce time to market and contain budget (4-7 TRL applied)**

## **THE SOLUTION**

- **Complete design, calculation, simulation, manufacturing and racing**
- **20 people design**
- **50 different suppliers involved in manufacturing**
- **Assembly of prototypes done in house**
- **4.000 components designed / manufactured / maintained by Ycom**



## **CONCLUSION**

- **Overall implementation time: 5 months**
- **Investment reduced to 5 million Euro**
- **Great success on track against strongest competition**
- **Finish 24 hours of Le Mans on first attempt**
- **23.000 KM, one season no technical failure**



# Marked systematic capability to share know-how with other industries

**KNOW-HOW CONTINUOUSLY DEVELOPED, UPDATED AND INNOVATED ON RACE TRACK  
COMPETITIVE FIELDS ALLOWS FOR TECHNOLOGICAL AND PRACTICAL APPLICATION IN  
OTHER INDUSTRIES**

McLaren since 1963 Motorsport Manufacturer & Racing Team.  
Winning 20 World Championships and over 180 races.  
Always at the forefront of technological development.





Apple [+ Add to myFT](#)

## Apple in talks on McLaren supercars takeover

iPhone maker's approach to British supercar group signals automotive ambition

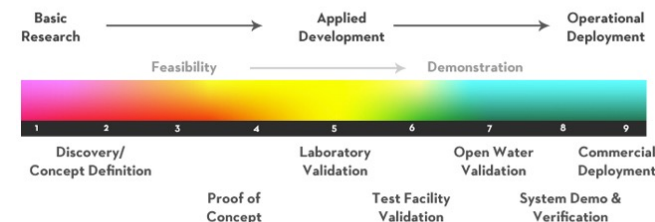


113 [Save](#)

SEPTEMBER 21, 2016 by: **Matthew Garrahan** in New York and **Tim Bradshaw** in San Francisco

[Apple](#) has approached McLaren Technology Group, the British supercar engineer and Formula One team owner, about a potential acquisition, in the clearest sign yet that the iPhone maker is seeking to transform the automotive industry.

### TECHNOLOGY READINESS LEVELS



By: **Jonathan Noble**, Formula 1 Editor

🕒 2016-09-22

Apple and McLaren did hold talks about a potential future partnership, sources have indicated to Motorsport.com, but the discussions came to an end for unspecified reasons.



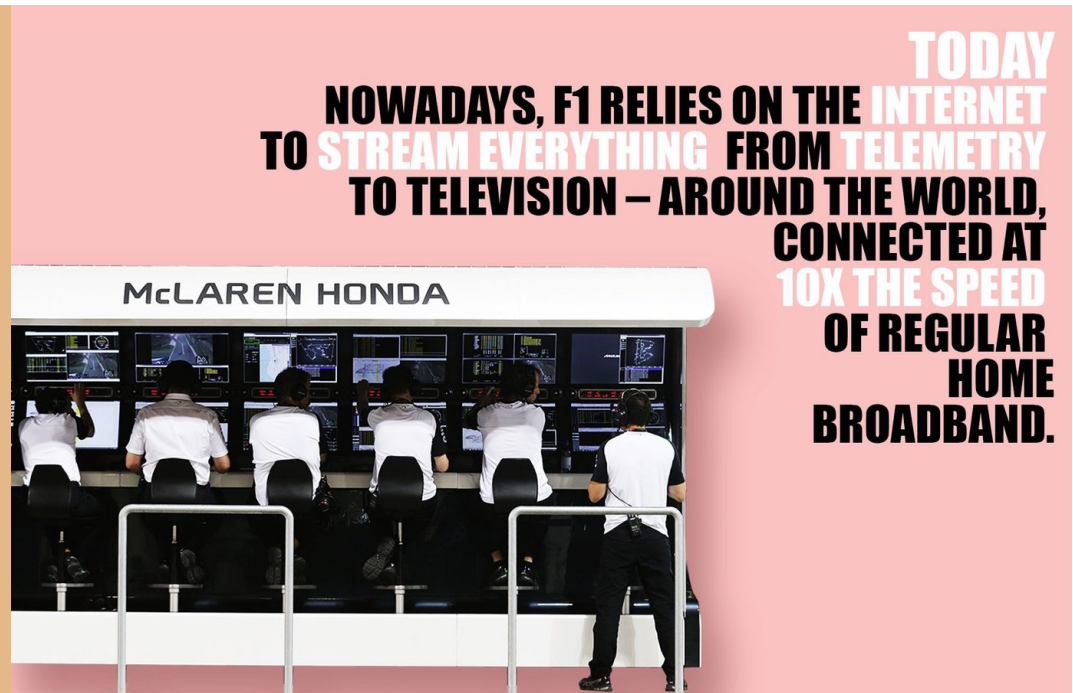
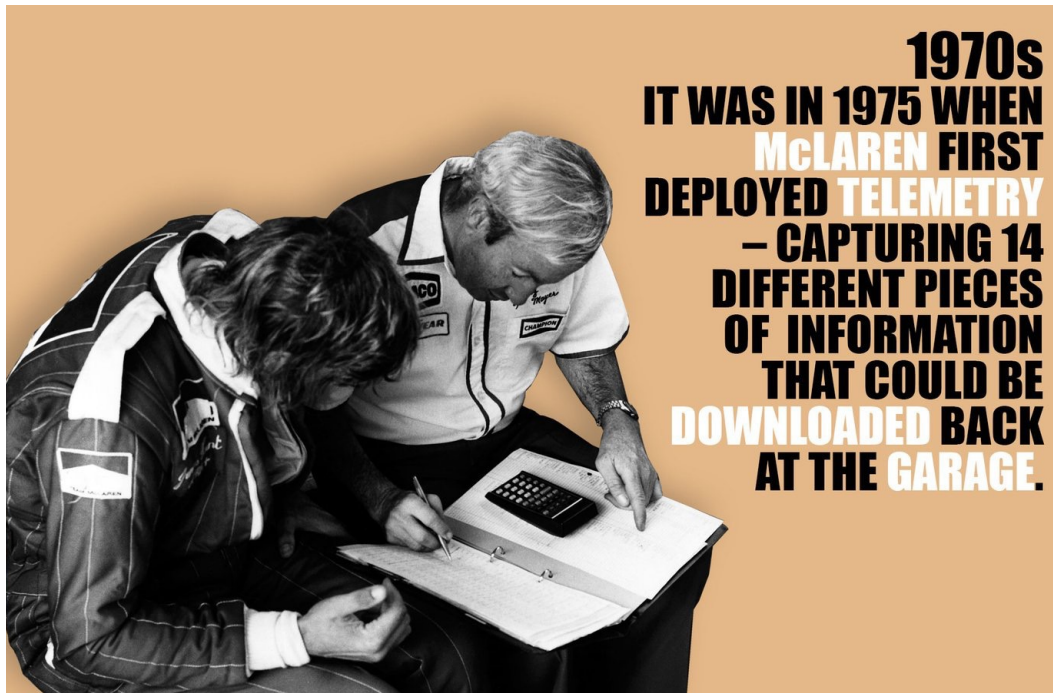
# Marked systematic capability to share know-how with other industries

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## Case study



## United Kingdom





# Experiences and technology developed on racing tracks utilised in other industries: Health & Wellness



## Sensors used by McLaren

*More than a billion data points*



*200+ sensors on every racecar*

## Biosensors used by GSK

*Wearable sensors on patients to study vital signs*



*Measurement of motor activity in a range of diseases*

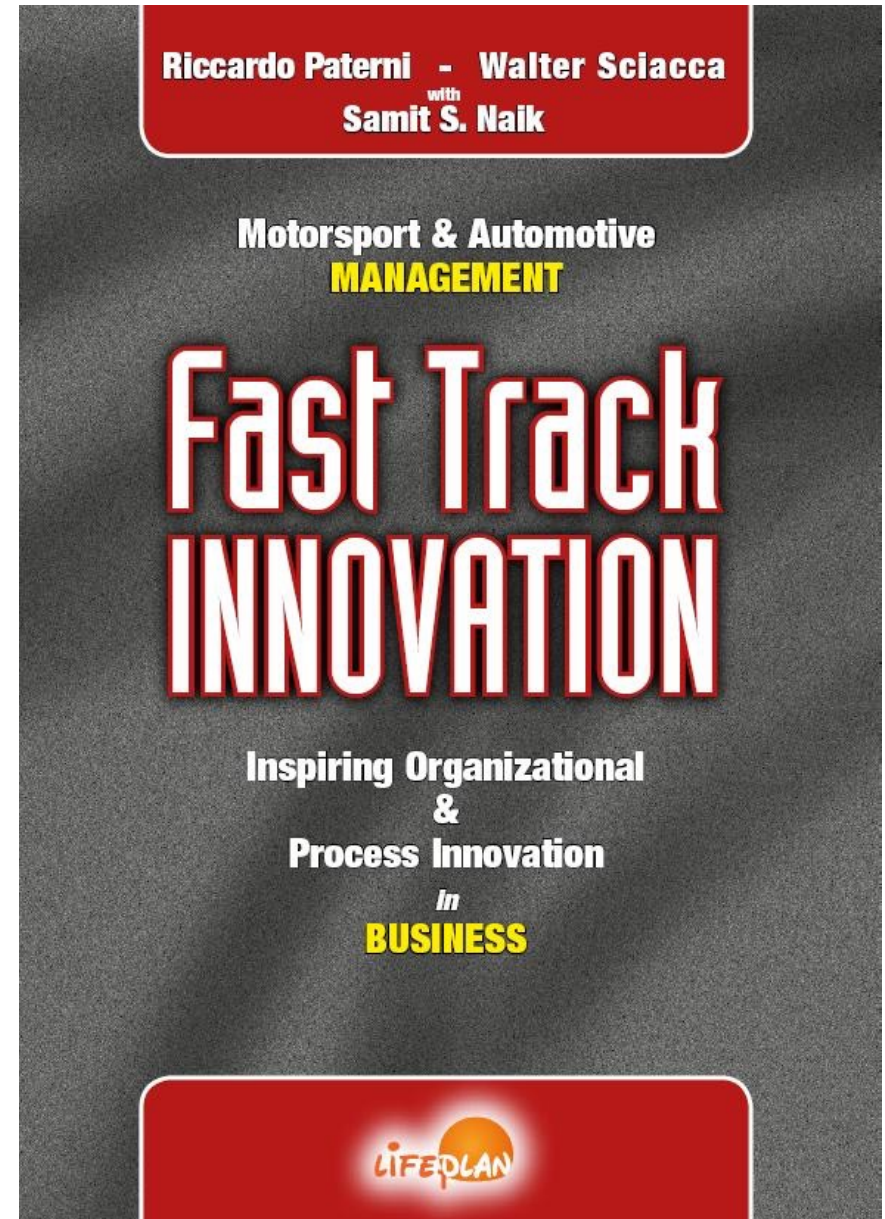
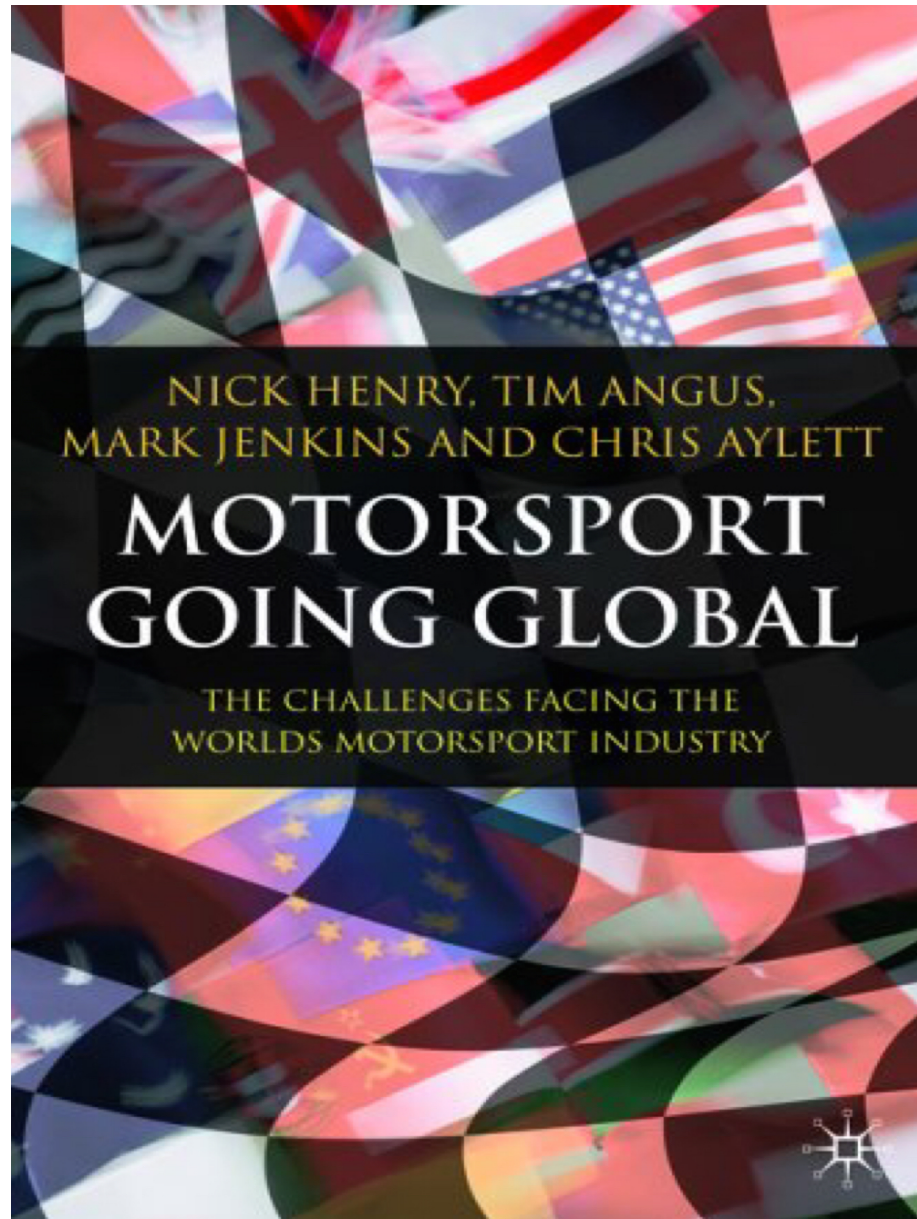


Motorsport dynamics and lessons for management:

- **Know-how** generated and developed through a synergetic mix of **highly skilled human capital** and **high level technological Capital Investment**;
- Concrete understanding and **implementation of innovation**;
- Marked systematic capability to **share know-how with other industries**.

REFERENCES AVAILABLE UPON REQUEST







Thank You for your attention  
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